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SEPTEMBER 2016

MISSION CRITICAL:
CYBER SECURITY



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KRISTIN MCMILLAN
PRESIDENT & CEO

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cyber security is an issue that impacts businesses of all sizes, and the increasing savviness of cybercriminals is a major threat to business stability, security and continuity. September is National Disaster Preparedness Month, and we thought it would be an ideal time to highlight how your business can take steps to prevent, mitigate and recover from a cybercrime.

Seventy-one percent (71%) of cyber-attacks target small to mid-sized businesses, and through a number of ways. The days of phishing scams, Trojan horses and “simple” computer viruses have evolved into sophisticated hacking, ransomware and breaching the smallest insecurities in mobile devices. With today’s ever-connected world – and the growth of Internet commerce as “business as usual” – business owners must be ever watchful of their technology systems and infrastructure.

Recognizing the importance of cyber security in everyday business activities as part of a comprehensive disaster preparedness plan, cyber security is one of the Chamber’s major advocacy priorities. The Chamber continues to meet with leading think-tanks, policymakers, and other key stakeholders to ensure that business’ ongoing cyber security needs are at the forefront of

big policy conversations happening on local, state, and national levels.

The Chamber will continue to bring you programming that is enlightening and instructive on this topic. Recently, we held a breakfast to coincide with the start of the international Black Hat Conference, which hosts thousands of cyber security professionals and experts every year. National experts joined us for a panel discussion on what businesses should do to protect themselves, their employees and their customers, as well as what to do in the event of a cybercrime or data breach. You’ll be seeing more about how to protect your business against cybercrime in the future as well. Chamber University sessions will be held in September and October dedicated to the topic, and we will continue to share the latest in cyber security trends and updates as they happen.

October is designated as National Cyber Security Awareness Month. I encourage you to take the information and resources that the Metro Chamber is providing this month – and in the future. Use it as a guideline, in conjunction with advice from cyber professionals, to put into place your own cyber security preparedness plans, educate your staff, and stay vigilant.

“With today’s ever-connected world – and the growth of Internet commerce as “business as usual” – business owners must be ever watchful of their technology systems and infrastructure.”

Wake up your smart.



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VOLUME 37 NUMBER 9

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The *Business Voice* (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce, 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER:
Send address changes to:
The Las Vegas Metro Chamber of Commerce,
575 Symphony Park Ave., Ste. 100
Las Vegas, NV 89106

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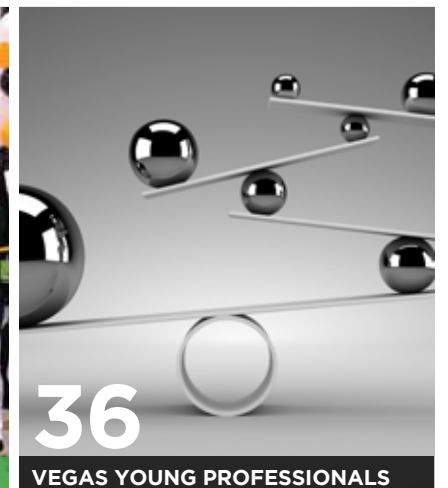
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Chamber News



THE Public Policy Leadership SERIES

Metro Chamber Foundation Introduces the Public Policy Leadership Series in Partnership with UNLV

The Metro Chamber Foundation, in partnership with UNLV's Greenspun College of Urban Affairs, proudly introduced its new Public Policy Leadership (PPL) Series. The PPL Series will appeal to individuals who hold (or want to hold) elected office or leadership positions in the public, private, and non-profit sectors and want to engage in public policy and be effective change-makers. The Series will help educate participants on

how to develop sound public policy, better understand functions and structure of government in Nevada and its funding sources and mechanisms, and learn best practices in public policy development. For questions or additional information on the series, visit leadership.vegas or contact Cara Clarke, executive director of the Metro Chamber Foundation, at 702.586.3832 or cara@leadership.vegas. Applications are due September 12.

Celebrate the Local Business Community at the Annual Business Excellence Awards Luncheon

Celebrate the creativity, diversity, and innovation of the local business community during the Business Excellence Awards on Friday, November 4, at the MGM Grand. This high-energy, dynamic event, sponsored exclusively by Nevada State Bank, will recognize the outstanding and groundbreaking companies serving the Southern Nevada community. Seats are \$60 each or \$600 for a table of ten. For more information on the Business Excellence Awards or to register for the luncheon and celebrate this year's honorees, visit LVChamber.com or call 702.641.5822.

Engage with Future Elected Officials at the Endorsed Candidates Reception

Do you want to engage with key decision makers about the issues affecting your business? Join the Metro Chamber on Thursday, September 22, for the Endorsed Candidates Reception. This exclusive reception is an opportunity for you to meet and speak with our future pro-prosperity elected officials. Mix and mingle with candidates for offices in the Nevada State Senate, Nevada State Assembly, the Board of Education, Clark County Commission, and the Clark County School Board of Trustees. Tickets are \$25 and directly contribute to BizPAC, the Chamber's bipartisan political action committee. The reception is Thursday, September 22, at the Metro Chamber, from 5:30 - 7:00 p.m. For more information, visit LVChamber.com.

Save the Date for the Metro Chamber Installation Luncheon!

Hear from incoming chairman Bill Noonan, senior vice president of industry and governmental affairs for Boyd Gaming Corporation, as he gives his vision for the Southern Nevada business community in 2017, including a glimpse ahead to the 2017 Legislature, how the Metro Chamber will continue to enhance its value to members and the community, and how you can engage to address some of our region's most pressing issues and greatest opportunities. Join the Metro Chamber Thursday, December 8, at The Cosmopolitan of Las Vegas, for the Installation Luncheon. Seats, tables, and sponsorships are now available. For more information, visit LVChamber.com or call 702.641.5822.

For Your Benefit



HRUSA: Compliance, Protection, and Peace of Mind

One in five small businesses will face an HR lawsuit at some point, and Nevada's rate of employment charges filed against employers is nearly 47 percent higher than the national average. With those numbers, taking steps to protect you, your business, and your employees is a good idea, especially when looking forward to 2017.

Through the Metro Chamber, employers can access a wide variety of tools, products, and services with HRUSA's comprehensive suite of human resources products, including a personalized employee handbook that easily spells out policies for the business and keeps your employment practices clear; a quick guide that gives you up-to-date HR news, forms, and need-to-know information at your fingertips; required federal posters to post in your workplace; and harassment training for supervisors and employees.

For more information on HRUSA products, visit LVChamber.com or call 702.641.5822.



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MBA PROGRAMS



News You Need



Is Your Business Prepared? Disaster Preparedness Month Is Here

September is National Preparedness Month and, as a business owner, you have a responsibility to your company and employees to ensure your operations and functionality continue despite any kind of natural or manmade disaster. Businesses can do a lot to prepare for the impact of the many hazards they face. Throughout the month, the Metro Chamber will be highlighting the ways businesses can create a disaster plan and mitigate risk to their business operations in the event of a disaster. Check out the Chamber's Facebook page to get regular information. For more information on preparing your business, planning ahead and staying informed, visit ready.gov/business.

City of Las Vegas Quick-Serve Kiosk at the Metro Chamber

The Metro Chamber is now home to a quick-service City of Las Vegas kiosk where Chamber members and businesses from around the Southern Nevada region can conveniently make business license transactions. The kiosk allows for multiple transactions, including applying and paying for a business license and applying for a Nevada Business Registration or Sales and Use Tax permit, as well as accessing a variety of printable forms. In addition to the kiosks, many development-related services can be found online at lasvegasnevada.gov.

Metro Chamber Selected to Participate in Exclusive Education Fellowship Program

The Association of Chamber of Commerce Executives (ACCE) has selected 22 chamber professionals to participate in the third cohort of the Fellowship for Education Attainment. The Fellowship is a year-long, immersive education and workforce development program to help participants strengthen their chambers' education and workforce initiatives. Cara Clarke, AVP of communications for the Metro Chamber and executive director of the Metro Chamber's Foundation, has been selected to participate in this distinguished program. For more information, visit acce.org.

Small Business Saturday – Become a Neighborhood Champion!

Small Business Saturday is November 26, and the Metro Chamber wants your business to get involved in celebrating small business in Las Vegas. Whether you host an event at your location, rally the community as a neighborhood champion, or offer discounts to those who #ShopSmall, getting involved during Small Business Saturday is an opportunity to engage with the community on a larger scale.

If you'd like to get more involved but don't know where to begin, shopsmall.org hosts a variety of event guides, downloadable templates, and testimonials from previous Small Business Saturdays to help you find inspiration for the "biggest day of the year for small business."

The Metro Chamber will act as your Small Business Saturday hub, providing Shop Small merchandise and tools for your business so you can stay connected to the community throughout Small Business Saturday. For more information about Small Business Saturday, visit shopsmall.com or contact the Metro Chamber at 702.641.5822.

SBA Announces 11 New Members of Small Business Technology Coalition

The U.S. Small Business Administration (SBA) announced the addition of 11 new members to its Small Business Technology Coalition (SBTC), including Google, Intuit, LinkedIn, Paychex, Square, and Yelp. SBTC is a public-private partnership that provides America's small businesses with one-stop access to digital educational and training resources from leading innovators and technology industry titans. Webinars, white papers, guided trainings, and more are available on a variety of topics, including social media marketing, payment and e-commerce platforms, digital content management, cyber security, and brand awareness. For more information, visit sba.gov/techcoalition.



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Business Power Luncheon featuring U.S. Senator Dean Heller



U.S. Senator Dean Heller addressed Metro Chamber members on several topics important to Nevada's business community, including transportation and infrastructure, Yucca Mountain nuclear waste repository, veterans' issues, and economic development.

Business Power Breakfast: Cyber Security



National cyber security experts took the stage for an engaging panel session on trends in cyber security for businesses, how businesses can prepare for cyberattacks, and the responsibilities and liabilities of a business during and after such an attack.

A man in a light blue suit and patterned socks is performing a handstand on a green lawn. He is upside down, with his legs spread wide and his arms supporting his weight. He is wearing white shoes and colorful patterned socks. In the background is a modern building with large windows and a flat roof. The sky is blue with some clouds.

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UPDATES AT A GLANCE

DON'T MISS UPCOMING POLICY COMMITTEE MEETINGS

The Metro Chamber's Policy Committees give members an opportunity to be part of a dialogue with some of our community's most influential stakeholders about its most pressing issues. Members will hear from industry and community leaders, subject matter and policy experts, and others on the issues about which they are passionate.

K-12 Education Policy Committee Wednesday, September 14

Presentation on STEM education by Danielle Miller, Assistant Superintendent of Instructional Design and Professional Learning Division at Clark County School District

Joint Meeting of the Local Government and Transportation & Infrastructure Policy Committees Tuesday, September 20

Presentation on Fuel Revenue Indexing by members of the Nevada Economic Development Political Action Committee (NEDPAC): Patrick Smith, Executive Director; Larry Carroll, President; and Russell Rowe, Treasurer

Higher Education Policy Committee Thursday, September 22

Presentation on the Nevada System of Higher Education's national chancellor search by Chancellor John White and Board of Regents Chairman Rick Trachok from the Nevada System of Higher Education

Joint Meeting of the Healthcare and Insurance Policy Committees Friday, September 23

Presentation by Richard Whitley, Director of the Department of Health and Human Services, accompanied by Dena Schmidt, Marta Jensen, Cody Phinney, and Kelly Wollridge

For more information on the policy committees, contact Joi Holliday at 702.586.3812 or jholliday@lvchamber.com. Please note that you must be a member of the Las Vegas Metro Chamber of Commerce to participate in the policy committees.

METRO CHAMBER SUBMITS LETTER OPPOSING CHANGES BY THE EEOC

Las Vegas Metro Chamber President and CEO Kristen McMillan and Government Affairs Committee Chairman Hugh Anderson submitted a letter to the Equal Employment Opportunity Commission (EEOC) this week opposing changes requiring employers to gather, maintain, and report extensive compensation information as stated in its original filing of EEOC-2016-0002-0001. Though the EEOC has made some recent changes to its original proposed revisions to the EEO-1 Form, the Metro Chamber continues to have concerns that the level of information being sought would result in several unintended challenges for private employers.

The proposed changes would create an extensive reporting burden on employers by requiring those businesses with more than

100 employees to report salary information as it relates to gender, race, and ethnicity to the EEOC on a yearly basis. The revisions to the proposed form do not mitigate those burdens and concerns. Also, in the original proposal by the EEOC, the revised form that would be used to gather the information does not allow for employers to place information in context or explain any circumstance that might be relevant to take into consideration.

LEGISLATIVE SESSION ALERT! ADDITIONAL BDRS

The Legislative Counsel Bureau (LCB) continues to release Bill Draft Requests (BDRs) for public review. As of the end of August, more than 325 BDRs have been released. This list will be updated on a weekly basis by the LCB now through the beginning of the legislative session. The list provides the name of the bill sponsor and a short description. Typically, bill language associated with BDRs are not available until the start of the legislative session, which is Monday, February 6, 2017.

The Metro Chamber's Government Affairs team is actively tracking these BDRs on behalf of its members in preparation for the upcoming legislative session. Submitted BDRs thus far include making changes to education, governance reform, business licensing fees, economic development initiatives, labor laws, and tax policy. If you have questions about specific BDRs, please contact the Government Affairs department at 702.641.5822.

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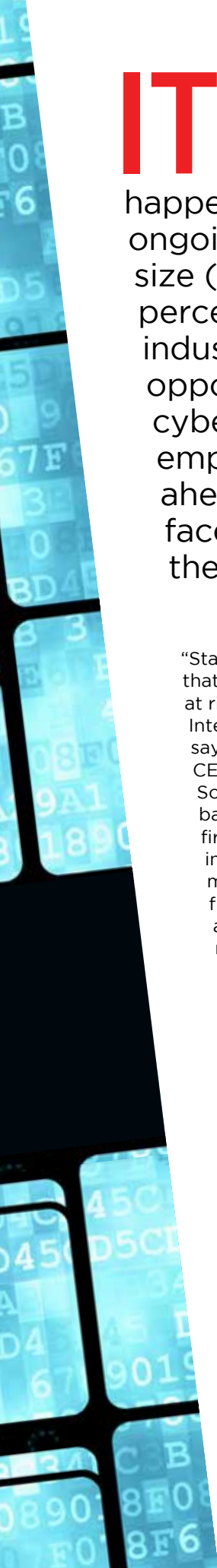
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MISSION CRITICAL:
CYBER SECURITY



IT'S

happened to a one-person shop, and it's happened to some of the largest retailers in the world. The ongoing threat of cybercrime can happen to any business size (although recent statistics show that more than 70 percent of cybercrime is from breaches of small businesses), industry, customer base, or product line; it is an equal opportunity playing field for many of these incredibly savvy cybercriminals. And the only way to protect yourself, your employees, your business, and your customers is to plan ahead, have a game plan in place in the instance you are faced with a cyber security situation, and be ready to face the oftentimes faceless criminals head-on.

"Start acknowledging that your business is at risk if you have an Internet connection," says Troy Wilkinson, CEO of Axiom Cyber Solutions, a Las Vegas-based Internet security firm that specializes in protecting small to mid-sized businesses from cyber attacks, and conducting recovery efforts. "71 percent of cyber attacks target small to medium businesses because hackers know those businesses do not have the resources to invest in robust cyber protections. Business owners should start developing a cyber security policy and perhaps most importantly, educating employees about cyber security risk."

Eric Yaillen,

president and CEO of The Identity Defenders, a local firm specializing in protection against identity theft and data breaches, agrees. "Many small business owners are unaware of their legal and regulatory responsibilities and therefore have not established the administrative and technical safeguards necessary to protect the data they collect."

Jeff Grace, CEO of NetEffect, a respected name in managed IT solutions, services, and consulting, identifies one of the top threats to businesses in the realm of information security is uninformed or disgruntled employees, and a major piece of a good cyber security policy is employee education. "Educate your team, and employ best practices with regard to security. It sounds ridiculously simple, but do that and you'll be so much further beyond most businesses large, small, and mid-sized."

"Adhere to best practices: take a layered approach to security – protect the edge of the network with a firewall, protect all devices with endpoint security software, have intelligent practices and policies with regard to security, and educate, educate, educate users about the basics of being secure," Grace says.

Having a conversation about basic security protocols doesn't need to be complicated, either. A few basics for cyber security with your employees should include:

1. Having protocols on what can – and cannot – be downloaded or placed on a work computer.
2. Keeping minimum standards for passwords, including putting mission-critical passwords through a two-step authentication system, keeping written passwords away from the workstation(s) with which they are associated, and having at least a 12-character password requirement.
3. Backing up work regularly, using systems, naming standards, and general protocols about where to back up, how often, and by whom.
4. Staying watchful, and employing a "see something, say something" policy in regards to suspicious links, behaviors, and happenings on devices related to work.



Some of the top threats the local experts see include lack of education and training, especially on the small to mid-sized business front, as well as the newer complications posed from IoT (Internet of Things) devices – billions of networked objects accessed through the Internet that can interact with internal and external conditions and share data and information to produce usable intelligence. These products range from your car or smart thermostat to the latest healthcare and inventory technology. By 2020, there will be more than 200 billion IoT objects on Earth – roughly 26 objects for every one human. Grace, Wilkinson, and Yaillen all agree that IoT devices will complicate an already crowded cybercriminal scene in the future.

With these great technological advances to help with business efficiencies, breakthroughs in healthcare, and making life just a little bit easier for consumers comes major privacy concerns, potentially insecure cloud and mobile interfaces, insecure software, lack of encryption, and insecure network services. The IoT is becoming a hotspot for data theft and ransomware, a popular cybercrime where a company or person's data and information – including potentially sensitive customer or financial information – is “ransomed” by a cybercriminal. Businesses either pay hefty sums to return their data, or face complete data losses and liability from their customers, employees, and others whose information was made vulnerable.

Wilkinson identifies ransomware as the top Internet security concern today.

“The top threat for 2016 has definitely been ransomware,” he explains. “Cybercriminals are encrypting

data from major hospitals to Grandmother's home computer in exchange for Bitcoin ransoms. Businesses that are hit with ransomware are faced with the hard choice of losing all their data or paying the ransom if they do not have a good backup strategy in place (which is the number one way to defeat ransomware).”

The growing popularity of BYOD (Bring Your Own Device) also presents more problems. Yaillen says, “Most small companies haven't thought through their BYOD policy, especially in regard to smart phones. With a plethora of apps, it's easy for thieves to develop and deploy malware onto mobile devices that can find their way into business networks (when the mobile device is allowed to connect to the business network).” Grace also identifies BYOD as a top threat to Internet security.

With the IoT, ransomware, and other established threats (like phishing scams and malware) just waiting to pounce on businesses, what are some steps you can take in protecting themselves, their information, employees, and customers after ensuring their employees have training on cyber security basics?

Think about conducting – or having a specialist conduct – a data breach risk and compliance assessment. A comprehensive analysis will examine administrative, physical, and technical safeguards presently in place, as well as a review of any existing breach response plan. Holes in these plans are addressed, and necessary safeguards are put into place, including administrative policies, procedures, and additional training as needed. While it can be a bit time consuming and costly to address these issues on the front end, Yaillen says, it is better than having to handle them after a breach, which can cost a business millions of dollars.

The U.S. Small Business Administration offers tools and tips to protect small businesses against cybercrime, including equipping your business' computers with antivirus and antispyware that is

updated regularly, using a firewall, encrypting information, and ensuring that your WiFi is secure by password-protecting it and not broadcasting the network name, or SSID. The SBA also stresses the importance of backing up data and controlling physical access to computers or network components.

Limiting access can also be an important tool with safeguarding your systems. Limit employee access to data and information, restrain employees from downloading or installing software, and create a mobile device action plan to limit app downloads and other potential threats to a device that is connected to your network.

But when the unthinkable happens – and more cyber security experts predict that cybercrime on business isn't a matter of "if," but rather of "when" – what should your plan include? Grace says, "Firstly, solve the problem. If there's a breach, all efforts should be placed on 'plugging the hole.'" Wilkinson also stresses the importance of determining if the breach is ongoing. "The business owner may need to take the business offline initially to ensure that the attacker(s) are no longer in their systems."

Next, you'll want to notify authorities and stakeholders, including your cyber liability insurance carrier, which is climbing in popularity due to the prevalence of cybercrime. State and federal laws may have been broken, and if your company handles medical information, you may need to follow protocol as outlined in the HIPAA Breach Notification Rule. And as soon as it is reasonably possible, Wilkinson says, acknowledge the breach to maintain transparency with your clients.

Depending on the breach and the severity of it, you will want to call in an expert to determine how the breach occurred, how to mitigate the fall-out, remedying steps to ensure it doesn't happen again, and routine checks to make certain your systems are up-to-date and don't have holes. It is important to have a "go-to"

expert in the field to assist in as timely a manner as possible after the breach is discovered; having an assessment done regularly can help you establish a relationship with an expert in the field, so they have some familiarity with your business and can more efficiently move to 'plug to the hole.'

In addition, information leaked from the breach may prompt legal action from others, including clients or employees, so you may want to seek legal counsel ahead of any potential litigation or lawsuit.

Cybercrime – and the sheer depth and scale of it – can be nightmarish for business owners, especially those with limited resources. But by employing common sense policies and practices for employees, keeping your data and systems updated, backed up regularly, and protected, and regularly assessing your networks and infrastructure for potential vulnerabilities, you can have a solid plan for avoiding – or mitigating – a potentially major data breach. And if it happens, you are more likely to recover faster and keep your business on line...and online.

WHERE TO GO

There are plenty of local resources, consultants, and subject matter experts to help you navigate the constantly evolving, sophisticated world of cybercrime. Reach out to a Metro Chamber member, including those featured in this story, online at the Metro Chamber's member directory at **LVChamber.com**.

In addition, here are a few resources to help you get started on becoming a more secure business:



SBA.gov/managing-business/cybersecurity – The U.S. Small Business Administration's toolkit, portal, and additional resources on cyber security risks



FCC.gov – The Federal Communications Commission has a cyber security site, including an online tool to create customized cyber security plans, as well as tip sheets, payment and credit card security information, and more



DHS.gov /stopthinkconnect – The U.S. Department of Homeland Security's national public awareness campaign aimed at increasing understanding of cyber threats and empowering the American public to be safer and more secure online



StaySafeOnline.org – Powered by the National Cyber Security Alliance



Cybertab.boozallen.com – An anonymous, free tool to help IT and other executives understand the damage to companies inflicted by cyber attacks

October is National Cyber Security Month! Get materials, resources, and tips throughout the month by visiting the online resources above and through the Metro Chamber. Use the hashtag #stopthinkconnect to show your audiences how your business takes cyber security seriously!



When DISASTER Strikes

“It won’t happen to my business.”

With the recent devastation of the wildfires in San Bernardino County and the ongoing threat of cyber security, flooding, or even something as arbitrary as a server meltdown, it is imperative for every

business to have a disaster recovery plan in place.

According to the Federal Emergency Management Agency (FEMA), 40 percent of businesses never reopen their doors following a disaster. Even worse, following a disaster, 90 percent of companies fail within a year unless they can resume

operations within five days.

Planning ahead can be the difference between a few days of operational loss versus a complete shutdown of your business. Here are some steps to take to optimize your preparedness plans:

CONSULT FREE OR LOW-COST RESOURCES.

The U.S. Small Business Administration (sba.gov and preparemybusiness.org), FEMA (fema.gov), American Red Cross (redcross.org), and several other organizations have downloadable disaster plan templates, step-by-step planning exercises, webinars, white papers, and other resources to make sure your disaster recovery plans are comprehensive and keep you covered. You may also want to check in with your insurance broker on resources they may have at their disposal, as well.

IT'S NOT JUST ABOUT PHYSICAL DISASTERS.

Cyber security attacks are commonplace, and many cyber security experts warn that it's not a matter of "if," but of "when." Be sure your plans include mitigating steps to a cyberattack or data breach.

MAKE YOUR PLAN ALL-INCLUSIVE.

Be sure your disaster preparedness plan, in writing, includes resource management, emergency response, crisis communications, business continuity efforts, information technology, employee assistance, incident management, training, and testing. You can find templates at the websites listed above.

IDENTIFY YOUR CRITICAL BUSINESS FUNCTIONS.

What does your business need to do to maintain operations? Determine what functions are critical to your operation, how often they will need to occur, what key staff members are involved, and how quickly you will need to get them back up, should an outage occur. Conducting a business impact analysis (available through sba.gov) is a good first step to establishing these functions.

TEST, TEST, TEST.

Be sure to have regular, scheduled testing of your preparedness plans,

including critical function testing, data recovery, and off-site business functionality in the event you need to open away from your base of operations. Be sure to involve key staff members so the processes and procedures you set in place are fresh in their minds.

PREPARE YOUR STAFF.

Your staff needs to know what to do in the event of an emergency, whether it's knowing the proper exits in your building or how to communicate with customers and vendors in the event of a crisis. Communicating your plan, as well as empowering key staff members to continually test, revisit, and revise your plans, will help ensure your disaster preparedness plans are top-of-mind.

For more information on disaster preparedness, be sure to tune into the **Metro Chamber's Chamber University webinar on Friday, September 9**. To register, visit LVChamber.com.

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What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **SEPTEMBER.**

September Sponsors:



- 6** **TUESDAY, SEPTEMBER 6**
CHAMBER VOICES TOASTMASTERS
Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.
11:30 a.m. - 12:45 p.m.
Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100
\$63 every six months. Guests always complimentary.

12 **MONDAY, SEPTEMBER 12**
VEGAS YOUNG PROFESSIONALS TOASTMASTERS
The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.
6:30 - 8:00 p.m.
Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100
Complimentary for guests
\$63 to join, \$39 every six months.
Presenting Sponsors: Cox Communications and UnitedHealthcare

13 **TUESDAY, SEPTEMBER 13**
NEW MEMBER BREAKFAST
Each participant will have the opportunity to introduce themselves and their business and network in a friendly and upbeat atmosphere, as well as get valuable information on Metro Chamber benefits, events, and programs.
7:30 - 8:00 a.m. Registration & Networking
8:00 - 9:30 a.m. Program
Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100
Open exclusively to all new members of the Las Vegas Metro Chamber. Limited to two individuals per company.
Sponsor: CenturyLink

13 **TUESDAY, SEPTEMBER 13**
CHAMBER CONNECTIONS
Chamber Connections is a dedicated leads group comprised of professionals from a variety of industries. This is a place for professionals to grow their network and their businesses by sharing contacts, referrals and ideas.
5:30 - 7:00 p.m.
Innovation Center
6795 Edmond St.
Contact chamberconnections@lvchamber.com or call 702.641.5822 for space availability and cost.

14 **WEDNESDAY, SEPTEMBER 14**
K-12 EDUCATION POLICY COMMITTEE
During this session, Metro Chamber members will hear from Danielle Miller, Assistant Superintendent of Instructional Design and Professional Learning at the Clark County School District, on STEM education and why it is pivotal to the Southern Nevada business community.
3:00 - 4:30 p.m.
Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100
Complimentary and exclusive to Metro Chamber members and their employees

15 **THURSDAY, SEPTEMBER 15**
VEGAS YOUNG PROFESSIONALS FUSION MIXER
Cool down with your fellow Vegas Young Professionals at Salute Trattoria Italiana at the main entrance of Red Rock Resort. Make those important business connections while enjoying the upscale patio ambiance.
6:00 - 8:00 p.m.
Salute Trattoria Italiana
11011 W. Charleston Blvd.
Online: \$10 for VYP members, \$15 for non-members
At the door: \$15 for VYP members, \$20 for non-members
Presenting Sponsors: Cox Communications and UnitedHealthcare
Media Sponsor: Vegas Seven

00 - CHAMBER EVENT

00 - VYP EVENT

How
to
Register:

Visit LVChamber.com
and click on the
Events Calendar.

Call 702.641.5822.

CHAMBER UNIVERSITY

FRIDAY, SEPTEMBER 9
Disaster Preparedness and
Your Business

FRIDAY, SEPTEMBER 16
The Pokemon GO
Phenomenon: Using Pop
Culture Trends to Boost
Your Business

FRIDAY, SEPTEMBER 23
Cyber Security Checklist:
Minding Your Digital
Ps and Qs

19

MONDAY, SEPTEMBER 19

EGGS & ISSUES FEATURING FRANK LUNTZ

This is a special opportunity to hear from one of the nation's most recognizable pollsters and political communications authorities on the November elections, the political climate, and the changing dynamics of politics in the U.S.

7:30 - 8:00 a.m.: Registration & Networking

8:00 - 9:00 a.m.: Program

The Orleans Hotel & Casino

4500 W. Tropicana Ave.

\$50 Members | \$65 Non-members | \$500 per table of ten

Sponsors: Allegiant, CenturyLink, NV Energy, Southwest Gas, Sunrise Health System, Touro University and The Porter Group

20

TUESDAY, SEPTEMBER 20

CHAMBER VOICES TOASTMASTERS

See September 6

20

TUESDAY, SEPTEMBER 20

LOCAL GOVERNMENT AND TRANSPORTATION & INFRASTRUCTURE JOINT POLICY COMMITTEE

The Nevada Economic Development Political Action Committee will take a closer look at Fuel Revenue Indexing and its impact on Nevada businesses.

3:00 - 4:30 p.m.

Las Vegas Metro Chamber of Commerce

Complimentary and exclusive to Metro Chamber members and their employees

22

THURSDAY, SEPTEMBER 22

HIGHER EDUCATION POLICY COMMITTEE

Interim Chancellor John V. White and Board of Regents Chairman Rick Trachok from the Nevada System of Higher Education will present an information session on the upcoming national search for a permanent chancellor.

Noon - 1:30 p.m.

Las Vegas Metro Chamber of Commerce

Complimentary and exclusive to Metro Chamber members and their employees

22

THURSDAY, SEPTEMBER 22

ENDORSED CANDIDATE RECEPTION

This exclusive reception will provide members with the opportunity to meet and speak with our future elected officials who are pro-prosperity. Candidates representing the Nevada State Senate, Nevada State Assembly, Nevada State Board of Education, Clark County Commission, and Clark County School Board of Trustees will be in attendance.

5:30 - 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

This event is open to all Chamber members. The ticket price is a \$25 contribution to BizPAC, our political action committee.

Sponsors: Fennemore Craig and Republic Services

23

FRIDAY, SEPTEMBER 23

HEALTHCARE & INSURANCE JOINT POLICY COMMITTEE

Richard Whitley, Director of the State of Nevada Department of Health and Human Services, joined by members of his leadership team, will present an overview of the Department and upcoming issues and topics relevant to businesses.

11:30 a.m. - 1:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Complimentary and exclusive to Metro Chamber members and their employees

26

MONDAY, SEPTEMBER 26

VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See September 12

27

TUESDAY, SEPTEMBER 27

CHAMBER CONNECTIONS

See September 13

30

FRIDAY, SEPTEMBER 30

GOVERNOR'S CONFERENCE ON BUSINESS

This comprehensive business resource and networking event is designed for entrepreneurs seeking to launch a new venture or business owners that want to grow their business. Hosted by the State of Nevada Department of Business and Industry.

7:30 a.m. - 8:00 a.m. Registration and networking

8:15 a.m. - 11:45 a.m. Panel Discussions

12:00 a.m. - 1:30 a.m. Luncheon

Rio All-Suite Hotel & Casino-Conference Center

3700 W. Flamingo Rd.

\$50 for an individual seat

\$500 for a table of ten

Platinum Sponsor: Allegiant Travel Company

Gold Sponsors: Clearinghouse CDFI, Enhanced Capital, Las

Vegas Metro Chamber of Commerce, and NV Energy

Silver Sponsors: Advantage Capital, CenturyLink, McCarran

International Airport, Nevada Business Opportunity Fund, and Wells Fargo

Media Sponsors: *Las Vegas Review-Journal* and Nevada Broadcasters Association

Business Pitch Competition Sponsors: AT&T, Microsoft, and Vast

In The Know

Three Things Chamber Members Need to Know about the New K-12 Education Law

Over the past five years, the U.S. Chamber of Commerce Foundation and the Las Vegas Metro Chamber of Commerce have partnered to prioritize K-12 education as a pillar of workforce development in Nevada. Ensuring that all kids, regardless of race or income, receive a high-quality education is paramount to this work. Across the country, there has been enormous progress in raising education standards, improving assessments, and creating a culture that expects more of our public education system. Nevada is one of those great success stories as evidenced by the passage of Governor Sandoval's multipronged education spending and reform package.

Last year, Congress reauthorized the Elementary and Secondary Education Act, replacing the No Child Left Behind Act of 2001 with the Every Student Succeeds Act (ESSA). There are three things that are important for Chamber members to know as we embark on the next chapter of education reform.



First, the new education law puts states, not the federal government, squarely in charge of establishing and executing a high-quality education for all students. U.S. Chamber president and CEO Tom Donohue said, "With greater flexibility comes great responsibility." This responsibility also means an opportunity. For the first time in a decade, states have the opportunity to create short- and long-term goals that leverage the strengths of their economies, as well as address gaps in workforce readiness. It is an unprecedented opportunity to be innovative and bold, building on the good work that is already underway in states across the country.

Second, ESSA requires an unprecedented level of engagement across a diverse group of stakeholders including business, parents, educators, civil rights, and community leaders to set the state's goals and benchmarks to measure student academic progress. The Las Vegas Metro Chamber has a powerful voice and deep expertise, all of which should be brought to bear in this process.

Third, ESSA allows for a new measure to be introduced into your state's accountability system. This is a real opportunity for the Las Vegas Metro Chamber to continue to lead. The list of possible measurements includes everything from student perception of the quality of their education to the number of students receiving an industry certificate to the number

of students needing remediation when they enter college. Regardless of what your state chooses, the indicator must be academic in nature.

By 2020, almost 60 percent of Nevada's jobs will require a postsecondary credential; however, less than a third of the adults in Nevada currently have a degree (achievetomorrow.org/your-state/#US-NV). This will result in a 30 percent skills gap. Today, Nevada's accountability system does not have a robust definition of what it means to be career ready. What gets measured matters and business leaders can play a significant role in further shaping a vision to ensure that students are ready for success in the workforce in an ever-changing economy.

Nevada is well on its way to strengthening education and improving student outcomes. But the conversation should not stop. The business community can use this opportunity to dig deep into refining the education system and take advantage of the freedom states have been given to be innovative.

To learn more, visit achievetomorrow.org/ and edtrust.org/students-cant-wait.



*By: Cheryl Oldham,
Senior Vice President,
Center for Education
and Workforce, U.S.
Chamber of Commerce
Foundation*

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President's Club

(B) Denise C. Mora

Vice President - America First Credit Union

With more than 25 years of experience in the financial industry, Denise C. Mora is responsible for the executive oversight of the Southern Nevada operation for America First Credit Union. Mora earned a bachelor's degree in business from National American University and is also a graduate of the University of New Mexico Anderson School of Management. She has also been awarded the prestigious Rising Star Award from *Las Vegas Business Press*.

(A) Chuck Ley

President/CEO - Cornerstone Merchant Services, Inc.

Chuck Ley founded Cornerstone Merchant Services, an independently licensed merchant card processor, in 2004. By cultivating a culture of integrity and personal responsibility, he led Cornerstone to become the largest credit card processor in Nevada within a few years. Since founding Cornerstone, Ley has volunteered time to various non-profit organizations throughout the community, including Helping Hands of Vegas Valley, which he has been a part of since 2010.



(D) Dr. Michael Richards

President and CEO - College of Southern Nevada

Dr. Michael Richards is the president and CEO of the College of Southern Nevada (CSN). Prior to arriving at CSN, he served in various executive positions for 23 years at Southern Utah University. A Utah native, Dr. Richards received his education at universities in Utah and Colorado. He has enriched the college's partnerships with regional business and industry, other institutions of higher education, and CCSD. He also has enhanced CSN's Division of Workforce and Economic Development to create an educated workforce for the 21st Century.

(C) Laurie Indvik

Executive Director - CompassionCare Hospice

Laurie Indvik is the executive director for CompassionCare Hospice, a business that is committed to providing superior physical care, as well as emotional and spiritual care, to patients with life-limiting illnesses. Hospice services can be provided to patients in their own homes, or wherever the patient and loved ones need the help. Prior to being promoted to executive director, Indvik was director of business development for CompassionCare Hospice. She is a native of Minnesota.

Spotlights

(E) Jesse Bethke

COO – Smart Software Solutions

Jesse Bethke is a dynamic software technologist. As the COO and major shareholder in Smart Software Solutions, his vision and leadership have helped catapult the company's expansion into multiple locations across the country. Bethke holds two degrees and over a decade of experience leading robust and complicated software development projects for federal, state, and commercial clients domestically and abroad. He spearheaded the expansion into the Las Vegas Metro area and leads a team of 60 engineers building great software.



(F) Garry Hayes

Attorney – Law Office of Hayes & Walsh

Garry Hayes, partner at the Law Office of Hayes and Welsh, is a fourth generation Las Vegas. He is a graduate of the J. Reuben Clark Law School at Brigham Young University. He has been licensed to practice law in Nevada since 1984. Hayes has experience in civil litigation, gaming and administrative law, zoning, business transactions, collections, real estate, and business law. He has been active in the Preservation Association of Clark County and the Gilcrease Orchard Foundation.

(G) Greg Lee

President – Eureka Casino Resort

Gregory Lee is President of Rancho Mesquite Casino, LLC; a company that operates the Eureka Casino Resort, Mesquite, Nevada, a company he co-founded with his parents. Lee remains involved in the Lee family business, but focuses his energy on the development, marketing, and leadership cultivation of the Mesquite operation. Lee serves on the Board of the Mesquite Resort Association, the Mesquite Health and Wellness Foundation, and the Nevada Independent Gaming Operators Organization. Lee is a graduate of Harvard College and earned a J.D. from the University of Southern California.



(H) James Schultzman

Vice President/General Manager – MV Transportation

MV Transportation, Inc. manages and operates public transit contracts and has been in business since 1976. MV is headquartered in Dallas, Texas. Jim Schultzman is the general manager of MV's Las Vegas division. MV Las Vegas is contracted with the Regional Transportation Commission (RTC) of Southern Nevada for fixed route service and operates 177 revenue coaches and drives 10 million miles annually. MV Las Vegas has approximately 500 professional operators and staff under Schultzman's strong leadership to ensure its services are delivered with quality and high standards.

Taking Time to Network (Well):

HOW THE GOVERNOR'S CONFERENCE ON BUSINESS CAN HELP

The demands of owning a business can leave little time or energy for an entrepreneur to invest in activities that are unrelated to the immediate operational needs of the business. When you're busy triaging the latest crisis with the daily demands of processing payroll, paying the bills, and ensuring your customers are satisfied, the idea of getting out of the office to network is easily pushed to the bottom of the to-do list. So when you do make the effort to get out and build face-to-face connections, you want to ensure you make the most of your time.

Networking can serve a number of purposes, all beneficial to the initial success and longevity of your business. It can help you develop new business leads and referrals, find a mentor, or create a support network that you can turn to with questions or problems, or gain insight into your competition or current trends. Know your objective before you head out the door.

Once you define what you hope to accomplish, identify the events or groups that can help you achieve those objectives. Opportunities range from membership in local chambers and industry trade groups to one-time events and conferences. Be selective, but keep trying new things until you find the right fit.

Marcel Schaerer, Deputy Director at the Nevada Department of Business and Industry, says that once you have identified your objective and the appropriate venue, the key to networking success is three-fold: "First, be yourself. Second, don't just think about what others can do for you, think about how you can help others first. Third, be a catalyst for connecting people in your own network that you think would benefit from that introduction."

According to Schaerer, the Governor's Conference on Business 2016 - taking place Friday, September 30 at the Rio Hotel and Casino - is a great opportunity for entrepreneurs and established companies to make those critical face-to-face connections during a one-day event. This year's theme, "Get Connected Nevada," highlights the Department of Business and Industry's focus on hosting a conference centered on helping attendees make the connections they need to succeed.

The fifth annual conference features a Business Resource Expo sponsored by the Nevada Broadcasters Association with 110 exhibitors offering a wide range of products and services. Attendees can interact with licensing departments, consultants, attorneys, lenders, chambers of commerce, and more. Two breakout sessions will be held - an entrepreneurship

presentation featuring three successful young entrepreneurs and a Business Pitch Competition.

The Business Pitch Competition will be held in Las Vegas for the first time. Start-up companies, in business for two years or less with under \$250,000 annual gross revenue, were invited to apply to enter the competition. Ten finalists will make a two-minute pitch, followed by Q&A with a panel of judges. Awards for first, second, and people's choice will be announced at the conference luncheon along with cash and prize packages with a total value of \$23,500, thanks to the generosity of AT&T, Microsoft, and Vast.

The conference concludes with a luncheon program featuring a keynote address by Governor Sandoval and special guest speakers from Switch - Kristi Overgaard, EVP of Awesomeness and Adam Kramer, EVP of Strategy.

Whether you are taking the first steps to get connected or your networking game is strong, the Governor's Conference on Business has something for everyone. Tickets for attendees are \$50 prior to September 28. Register today to attend this premier networking and resource conference for business. Visit business.nv.gov/GCB/Home.



Legal Opinions

LEGAL OPINIONS *Special Report*

NOVEMBER

The November issue of *Nevada Business Magazine* will include a feature written by some of the state's most prominent attorneys and addressing issues of concern to those doing business in Nevada.

TWO FOR ONE: Legal firms placing a full page, four-color ad will have the opportunity to have one of their attorneys published, with the editorial placed in a two-page spread with the ad. Topic exclusivity will be provided on a first come basis.

Legal Opinions

Intellectual Property

Understanding and Protecting Your Most Valuable Assets

By Michael J. Smith

There is no doubt that intellectual property (IP) is one of the most valuable assets a business can possess. It is the lifeblood of many industries, from technology to entertainment. However, many business owners are unaware of the legal complexities surrounding IP and the steps they need to take to protect it. This article explores the various types of IP, including patents, trademarks, and copyrights, and provides practical advice on how to secure and enforce these rights. It also discusses the importance of consulting with an experienced attorney to navigate the legal landscape of intellectual property.

YOU CREATE IT. WE PROTECT IT.

We're here for business, with a focused specialization in Intellectual Property. With a seasoned team of attorneys, we have the expertise to protect your innovations. Regardless of the size or complexity of your business, we deliver high-quality work in patents, copyrights and trademarks that will survive even the toughest legal challenges over time.

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**Nevada
Business**
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NevadaBusiness.com

Member News

RED - PRESIDENT'S CLUB MEMBER



Announcements



Nevada Public Radio named Favian Perez as corporate support manager. In his new role, Perez will develop and implement sales strategies and manage a team that handles advertising sales, sponsorships and special events.



Scott Nelson has been named vice president and general manager of **Palace Station**. With 30 years in the gaming industry, Nelson worked for 26 years in Las Vegas and four years in Denver.



Clark County Credit Union announced Mina Mohamadian has joined the company as a member services representative. Mohamadian will assist members with opening new accounts and financial transactions made at the branch.



Hutchison & Steffen's senior litigation partner, Joseph R. Ganley, has joined the Board of Directors for **Green Our Planet**, a crowdfunding conservation organization that supports innovative education and conservation efforts.



Fisher Phillips LLP hired Allison Kheel as an associate attorney with the firm. Kheel's practice focuses on all forms of traditional labor law, including union election campaigns and grievance arbitrations.

KMJ Web Design announced the promotion of Franisha Hines from new business development to SEO and analytics specialist.

Three Square Food Bank promoted Dorian Stonebarger to program director and Alice Gonzales to benefit services outreach director. The food bank also hired Maurice Johnson as director of operations and Rob Santwer as director of marketing and communications.

Congratulations

McDonald Carano congratulated 11 of its Las Vegas-based attorneys who were named to the 2016 Mountain States Super Lawyers and Rising Stars lists.

The University of Nevada Cooperative Extension was awarded a Green Award by the **Las Vegas Business Press** for Innovation of the Year for their Demonstration and Test Gardens.

Community Service

MGM Resorts International donated \$10,000 to **Dress for Success Southern Nevada** to help maintain and expand the nonprofit's boutique to serve more women in Southern Nevada.

NV Energy donated \$500,000 to **United Way of Southern Nevada** for Project REACH, which provides financial assistance to qualified customers who experience unplanned hardships and are unable to pay for their electricity needs.

Station Casinos presented a check for \$60,712 to Veterans Village to help support homeless veterans who live at the downtown housing. A total of 1,260 buffets were also donated as a result of Station Casinos guests generously giving more than 10 million points.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Upcoming Events

The Las Vegas Harvest Festival Original Art and Craft Show returns to Las Vegas for another year. The festival will feature more than 250 exhibitors who will show 24,000 handmade arts and crafts, from jewelry to photography, décor, and more. The show is September 9-11, at **Cashman Center** and adult tickets are \$9. For more information, visit harvestfestival.com.

LargestMixer.com presents the 12th Annual Las Vegas' Largest Mixer, The Ultimate Business Networking Event. The Largest Mixer is an opportunity to mingle with businesses from around the Las Vegas area and make connections to grow your business. The mixer is Tuesday, September 20, from 5:00 – 9:00 p.m. at **Texas Station Hotel & Casino**. For exhibitor and ticket information, visit lasvegasmixer.com or call 702.769.7799.

United Way of Southern Nevada invites you to join more than 500 attendees and 50 nonprofit organizations for their largest, one-day community-wide volunteer event, Day of Caring. The event celebrates the spirit of volunteering and increases awareness of our local community needs. Day of Caring is Friday, September 30, and open for individuals and organizations who would like to give back. For more information, visit uwsn.org/caring.

Wheeling and Dealing

City National Bank provided Shetakis Foodservice with a commercial loan totaling more than \$12 million to refinance its 168,000 square foot food distribution warehouse in North Las Vegas.

Commercial Executives Real Estate Services represented Beltway One Development in the lease of office space located at 9127 W Russell Rd. The 60-month lease is valued at \$1,662,166.

Telemundo Las Vegas launched a new consumer investigative unit – Telemundo Responde. Telemundo Responde will answer inquiries from local viewers who fear they may have been wronged in any way.

The Greater Las Vegas Association of REALTORS is moving and unveiled plans for its new headquarters building near Rainbow Boulevard and the 215 Beltway in the southwest part of Las Vegas.

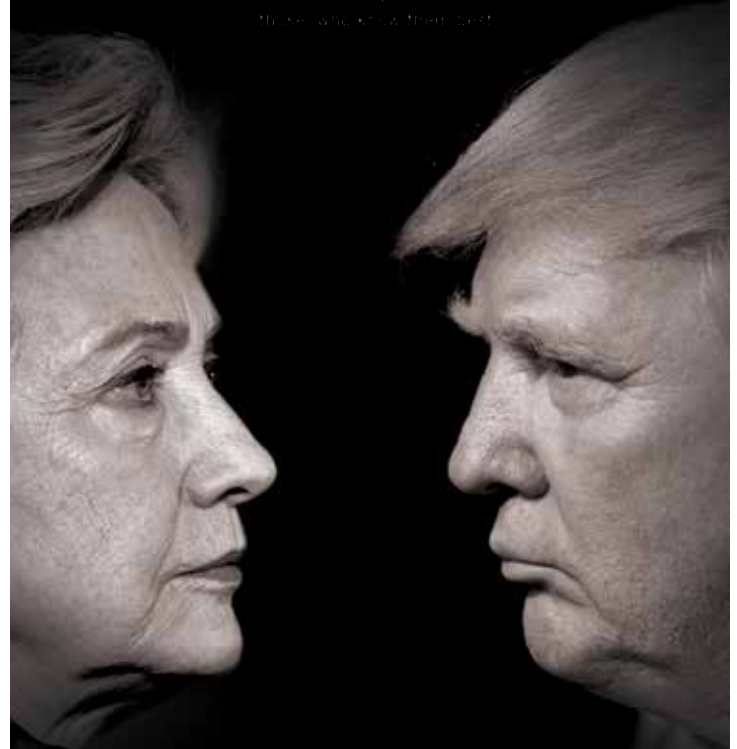


Two controversial candidates.
Two revealing stories.

FRONTLINE

THE CHOICE 2016

Discover who they really are from
those who know them best.



Tuesday, September 27
at 9 p.m. on Vegas PBS
Channel 10

VegasPBS.org | 702.799.1010

Ribbon Cuttings

PC - President's Club **\$** - Chamber Member Discount



ORWAL BY TOMRA COLLECTION SOLUTIONS

ORWAL by Tomra Collection Solutions celebrated its Metro Chamber membership with a ribbon cutting at the Waste Expo. Tomra helps organizations implement affordable, practical waste reduction solutions. Call 909.233.9341 or visit orwakbalers.com.



HYGEIA HEALTH AND WELLNESS

Hygeia Health and Wellness, located at 8859 W. Flamingo Rd., announced its grand opening. Hygeia Health and Wellness is the first combined internal medicine and pediatrics concierge private practice in Las Vegas. Call 702.419.3482 or visit hygeiahealthandwellness.com.



AB-UNLIMITED WORLDWIDE

AB-Unlimited Worldwide, located at 8565 S Eastern Ave., Ste. 150, celebrated its ribbon cutting at Business Expo. AB Unlimited is a marketing resource agency and one-stop print, marketing, and promotional product supplier. Call 310.424.5310 or visit ab-promoitems.com.



FAIR SOLUTIONS, INC.

FAIR Solutions, Inc. commemorated its 17-year anniversary as Metro Chamber members with a ribbon cutting at Business Expo. Call 702.222.4767 or visit fairsolutionsinc.com.



TEAMSOS

TeamSOS offers simple, smart, secure IP communications. TeamSOS are nationwide experts in VoIP, collaboration, multi-media contact center, virtualization, security, wireless, and managed and cloud solutions for business. Call 702.866.9775 or visit team-sos.com.



STS STAFFING

STS Staffing announced its Metro Chamber membership. STS Staffing is a full-service temporary staffing, personnel placement, and payroll service firm. STS Staffing is located at 5755 Rainbow Blvd., Ste. 102. Call 702.735.4334 or visit stsstaffing.com.

SPONSORED BY:



To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



LEWIS STAGES /ALL RESORT LIMOUSINE

The mission of All Resort Group is to achieve exceptional service, quality, and commitment to its customers. Lewis Stages has been providing bus charter and group transportation solutions in the Western states for more than 100 years. Call 702.207.6444 or visit allresortlimo.com.



TRIPLE 4 CREATIVE

Triple 4 Creative celebrated its new Metro Chamber membership with a ribbon cutting. Triple 4 Creative is based in Las Vegas, and is a full-service design firm with an emphasis on custom-built branding, graphic design, website development, and digital marketing. Call 702.334.7228 or visit triple4creative.com.



AMERICAN LUNG ASSOCIATION

American Lung Association, located at 3552 W. Cheyenne Ave., Ste. 130, commemorated its 100-year anniversary of leading the fight for healthy lungs and healthy air. It is a leading organization working to save lives by improving lung health and preventing lung disease. Call 702.538.4432 or visit lungs.org.



ADUS INC.

AdUs was founded on the concept that transparency and data-driven decision-making should be the foundation of digital marketing. AdUs empowers its clients by delivering what matters most: measurable goals and a solid ROI. Call 702.383.4607 or visit adus.com.



BEMER GROUP

BEMER Group announced its grand opening and the introduction of the BEMER medical wellness device, which dramatically improves blood flow, circulation, endurance, sleep management, and more. Bemer is used worldwide and is now available in the U.S. Call 702.838.3200 or visit digitalhealthsolutions.com.



LAS VEGAS LIMOUSINES®

Las Vegas Limousines®, located at 5010 S Valley View Blvd., commemorated 13 years of providing premier high-quality luxury transportation in the Las Vegas area. Las Vegas Limousines® is part of the Frias Transportation Management family. Call 702.888.4848 or visit lasvegaslimo.com.

Ribbon Cuttings

PC - President's Club \$ - Chamber Member Discount



SUMNU MARKETING

Sumnu Marketing, located at 1951 Stella Lake St., Ste. 7, celebrated 10 years of service in the Las Vegas community. Sumnu Marketing, SBA's Family Owned Business of the Year 2015, focuses on providing permanent marketing communications solutions for small businesses. Call 702.562.6397 or visit sumnumarketing.com.



LAS VEGAS MEDIA

Las Vegas Media, located at 105 E. Reno Ave., Ste. 11, announced 20 years of experience with creative concepts and leading-edge technology solutions for live events. Las Vegas Media is a full-service audio/video production company, books talent, and produces live events. Call 702.586.3342 or visit 702lvmedia.com.



MIDCOUNTRY BANK

MidCountry Bank, located at 3240 E. Tropicana Ave., is a privately held, full-service community bank with headquarters in Minnesota and a regional presence in Southern Illinois and Nevada. Its 22 branches and 12 loan production offices serve individual and business customers. Call 702.821.3101 or visit midcountrybank.com.



SIGNATURE REAL ESTATE

Signature Real Estate celebrated more than 14 years as a Realtor. Elie Morris is an Accredited Buyers Representative and holds the SFR certification as a Short Sale and Foreclosure Specialist along with a MRP designation as a Military Relocation Specialist. Call 702.236.1095 or visit vegashousehunters.com.



COGNIOLOGIC, LLC, DBA THE IDENTITY DEFENDERS

Cognilogic, LLC, dba The Identity Defenders provides solutions in identity lifecycle marketing and management with a focus on identity theft programs for small and medium businesses, including regulatory compliance, data breach prevention, and website security. Call 702.942.0734 or visit theidentitydefenders.com.



COGS CUSTOM DRUMS

Cogs Custom Drums celebrated its new business opening with an exciting ribbon cutting with the Las Vegas Metro Chamber of Commerce. Cogs Custom Drums is a Las Vegas-based manufacturer of affordable and quality percussion instruments. Call 702.996.0313 or visit cogsdrums.com.

SPONSORED BY:



To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



ETS PAYROLL

ETS Payroll celebrated its Las Vegas office's one-year anniversary. Its services include payroll, HR support, background screening, and applicant tracking. Call 702.697.0377, email info@etspayroll.com or visit etspayroll.com.



PDP PROFESSIONAL DOCUMENT PRODUCTS

PDP Professional Document Products commemorated 13 years of business in the Las Vegas community. Located at 3371 W. Oquendo Rd., PDP is a local office equipment and solutions company dedicated to providing excellent customer service and consulting to local businesses. Call 702.851.9090 or visit pdplv.com.



HORIZON PRINT SOLUTIONS

Horizon Print Solutions celebrated 24 years in Las Vegas as a leading supplier of print, mailing services, and collateral to businesses of all sizes. Call 702.369.1399 or visit printefficiency.com.



REBORN CABINETS

Reborn Cabinets, located at 6625 S. Valley View Blvd., Ste. 106, announced its fourth location and Las Vegas office with a ribbon cutting. Family-owned and operated since 1983, "craftsmanship with personal service," is the foundation Reborn Cabinets is built upon. Call 888.273.2676 or visit reborncabinets.com.



IMAGES AND ATTITUDES

Images and Attitudes announced its Metro Chamber membership. Military Micronutrient Formulation was created for the health of soldiers, helps reduce inflammation, has anti-aging properties, supplies an energy boost, and triggers natural repair. Call 702.813.1927 or visit mmfinaction.com.



BRIGHT METAL SOLUTIONS, LLC

Bright Metal Solutions, LLC, located at 3555 W Reno Ave., Ste. J, announced its grand opening with a ribbon cutting. The primary focus of this Nevada-based company is to provide standard rack equipment and enclosures to the customer at the lowest price possible. Call 702.802.8780 or visit brightmetalsolutions.com.



CHAMBER UNIVERSITY

Class is Back in Session!

Chamber U Returns to Give Members Exclusive Content, Data, & Need-to-Know Information

C

Chamber University, the Metro Chamber's popular free webinar series exclusively for members, returns after Labor Day to provide

information, insights, and business information members need to know to prepare and plan for the future, as well as keep them up-to-date on relevant business topics. Each session, presented on Fridays at 10:00 a.m., is 30 minutes long, and includes time for a question-and-answer period at the end of the program. Sessions are taught by Metro Chamber member subject matter experts.

In addition, all sessions are available after the live webinar to view on the Metro Chamber's Members Only Portal, available by logging in with your organization's username and password. You can view the entire library of previous webinars here, including those on human resources, marketing trends, conservation and greening efforts, medical marijuana in the workplace, and more.

For more information on the Metro Chamber's Chamber University series or to register for one of these webinars, contact Danica Torchin, communications coordinator, at 702.586.3834 or dtorchin@lvchamber.com.

The fall semester of Chamber University is as follows:

FRIDAY, SEPTEMBER 9

Disaster Preparedness and Your Business

FRIDAY, SEPTEMBER 16

The Pokemon GO Phenomenon: Using Pop Culture Trends to Boost Your Business

FRIDAY, SEPTEMBER 23

Cyber Security Checklist: Minding Your Digital Ps and Qs

FRIDAY, OCTOBER 7

Employee Background Checks: What You Need to Know to Protect Your Business

FRIDAY, OCTOBER 14

Cyber Security Best Practices for Your Business

FRIDAY, OCTOBER 21

What You Need to Know About the U.S. Department of Labor Regulations, Part 1

FRIDAY, NOVEMBER 4

What You Need to Know About the U.S. Department of Labor Regulations, Part 2

FRIDAY, NOVEMBER 18

Opportunities to Grow Your Small Business Capital

FRIDAY, DECEMBER 2

Procurement 101: Creating a Pipeline from the Federal Government

FRIDAY, DECEMBER 9

Snapchat For Your Business

FRIDAY, DECEMBER 16

Strategic Business Planning for 2017

GOVERNOR'S CONFERENCE ON BUSINESS 2016

FRIDAY, SEPTEMBER 30, 2016
RIO HOTEL AND CASINO



Platinum



Gold



Silver



Business Pitch



Media



Get Connected Nevada!

This comprehensive resource and networking event is focused on helping you make the connections you need to succeed. Whether you are looking to grow an existing business or launch a new venture, here are three ways you can *get connected* at the 5th annual Governor's Conference on Business: Attend, Exhibit, Pitch. Online registration is open.

CONFERENCE AGENDA



7:30 am

- ◆ Registration begins
- ◆ Continental breakfast and networking

7:30 am– Noon

- ◆ Business Resource Expo- sponsored by Nevada Broadcasters Association & Foundation featuring 110 service providers, lenders, business development agencies, B2B companies and government entities
- ◆ Breakout Panel: Entrepreneurship: The Next Generation
- ◆ Business Pitch Competition- sponsored by AT&T, Microsoft and Vast: Powered by the CFO Group Ten finalists will pitch for cash and prizes totaling \$23,500

Noon– 1:30 pm

- ◆ Conference luncheon with Governor Brian Sandoval, featuring special guest speakers Kristi Overgaard, EVP of Awesomeness and Adam Kramer, EVP of Strategy at Switch
- ◆ Business Pitch Competition Awards Ceremony First, second and people's choice will be awarded

REGISTRATION AND INFORMATION

<http://business.nv.gov/GCB/Home>

Conference Attendees: \$50 in advance (before September 28)
Business Resource Expo Exhibitors: \$275 nonprofit; \$375 B2B



NEVADA DEPARTMENT OF
BUSINESS AND INDUSTRY

Vegas Young Professionals

Presenting Sponsors



Upcoming Events

Thursday, September 15 Fusion Mixer at Salute Trattoria Italiana

6:00 – 8:00 p.m.

In advance:

\$10 – Members

\$15 – Non-members

At the door:

\$15 – Members

\$20 – Non-members

Please note that no cash transactions can take place at the event.

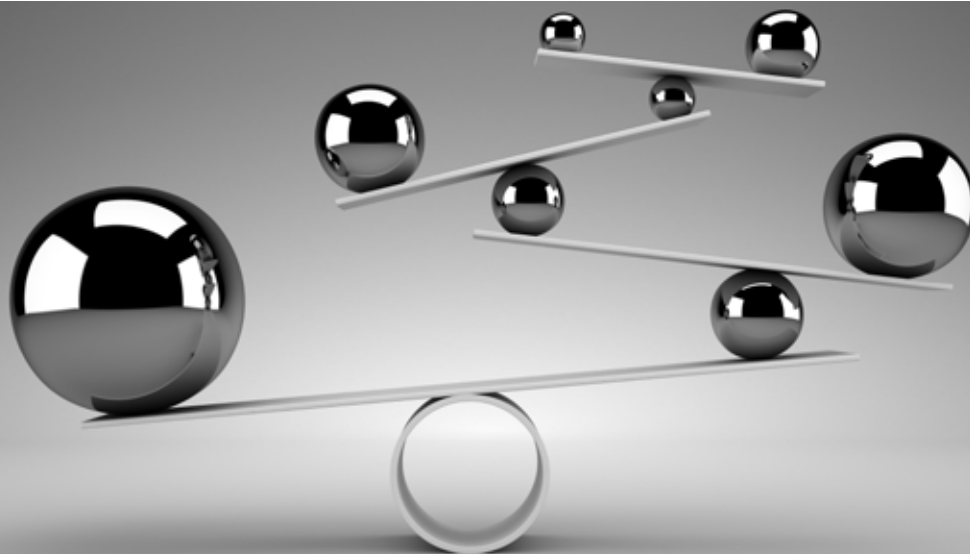
Tuesday, September 27 Bigwig Lunch Time with Jeff Civillico

11:30 a.m. – 1:00 p.m.

Las Vegas Metro

Chamber of Commerce

**For more information
or to register, visit
VegasYP.com.**



The New Essentials to Work-Life Balance

By Jasmine Freeman, Past Chair, Vegas Young Professionals

Work/life balance doesn't exist to me. But there's something even better out there. Whatever you choose to call it (I like the term work/life integration for now), it's something you should be intentional about now to set yourself up for more success in the future. I think the most important reason we want to get great at integrating work and life is the larger goal that we end each day pleased with where and how we've spent our time. It's all eventually part of the legacy that we will leave behind.

I realized a long time ago that I was never going to be able to divide myself equally among work and home and that was okay. When I realized that, it was like a weight was lifted off of my shoulders and I could actually enjoy my life. In a previous article on this topic, I shared the four essentials of work/life integration. They were:

1. *Put the right people in your life.*
2. *Love what you do.*
3. *Have frequent and honest self-checks.*
4. *Take care of yourself.*

Today I would love to add to that list with a few additional essentials that have helped me leverage success in my personal journey of working full time as an executive at Office Dynamics International, active volunteer serving on multiple boards, wife, and mother of four kids ranging in age from kindergarten to college.

Be intentional with your choices (the yes/no battle). We all have the same amount of time within each day. If we say yes to everything that comes our way, we're eventually saying no to something else as that time is filled. Be careful what you say yes and no to because they both impact your future.

Practice proactive resilience. Self-care is one of the best ways to build up your resilience and brace yourself for the most hectic of times. By filling yourself up during the slow season you help prepare yourself for the peak season. You'll need to draw on that reserve eventually so take great care of yourself starting today!



VEGAS YOUNG
PROFESSIONALS

FUSION MIXER

Thursday, September 15, 6 - 8 p.m.
@ Salute Trattoria Italiana

Register now at **VegasYP.com**

Online: \$10 for members, \$15 for non-members

At the Door: \$15 for members, \$20 for non-members



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VegasYP.com today!

Be creative and try new things with your time. I've started to change up the way I meet with people to ensure we're all getting the most out of our time together. For example, instead of conference room meetings or coffee shops, add walking meetings to your day and hit on two goals at once.

The expanded mastermind group. Do you have a mastermind for your business or work-life? I do! I also found it was really important for me to have a mastermind for my personal life as a wife and mother. It's been extremely beneficial in helping me find ways to be more intentional with the personal side of my life and I have an expanded support network which helps me in more ways than one.

You will experience seasons in both your work life and personal life. At times, one will be more demanding than the other. And sometimes they both may feel like they are competing for your time and attention. Take a moment to reassess and start working through your priorities with your future in mind. You'll get to what matters most and you'll feel good about what you accomplished for the day.

The Final Word

AUGUST ACCOMPLISHMENTS

F

rom connection-building and leadership development opportunities to the force of young professionals in our community, August was a month for members to find opportunities to connect and engage with the right people for their business. Here are a few things the Metro Chamber did for you in August:

- Heard from U.S. Senator Dean Heller on the federal topics important to the Southern Nevada business community during the Business Power Luncheon at Four Seasons Las Vegas.
- Dressed in our coolest summer whites and mingled all night with more than 150 young professionals at the Vegas Young Professionals' 11th annual White Hot Fusion Mixer at LAVO Casino Club.
- Discussed issues important to members' business, like transportation and infrastructure, during policy committee meetings.
- Connected with elected officials and business leaders while fundraising for BizPAC, the Metro Chamber's non-partisan political action committee, during Cocktails & Conversations at Allegiant Travel Company.
- Highlighted in August's *Business Voice* the importance of communicating with the 83 million millennials in America to connect to a generation who, by 2017, will spend more than \$200 billion annually.
- Attended the Association of Chamber of Commerce Executives 2016 Annual Convention in Savannah, Georgia, where nearly 1,000 chamber professionals connect and discover ways to reinvigorate their chamber for success. **Congratulations to Metro Chamber business development executive Art Goldberg for taking first prize in the national sales contest!**
- Showcased our members, giving them tools to maximize their Chamber membership and the opportunity to introduce their business, during Morning Mingle.
- Engaged with powerful leading women, attended instructional workshops, and heard inspirational tales of success during the MGM Women's Leadership Conference at MGM Grand.
- Introduced the text-to-save option for the Metro Chamber's Office Depot program, where members can text "LVCSPC" to 555-888 to receive their purchasing card, which can save you up to 60 percent on supplies.
- Gave President's Club members insights into the government affairs



team's advocacy efforts during the Paul Call with the Metro Chamber's Vice President of Government Affairs, Paul Moradkhan.

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LUNCHEON

Celebrate the
**CULTIVATORS,
TRAILBLAZERS,
GROUNDBREAKERS,
INNOVATORS
AND PACESETTERS!**

FRIDAY, NOVEMBER 4

11:00 a.m. – 1:00 p.m. | MGM Grand
To purchase your seats or table, visit
LVChamber.com or call 702.641.5822.

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SEPTEMBER 2016

EGGS & ISSUES



featuring **Frank Luntz**

SEPTEMBER 19

7:30 - 9:00 A.M.
\$50: MEMBERS
\$65: NON-MEMBERS
\$500: TABLE OF TEN

THE ORLEANS HOTEL & CASINO

702.641.5822 or LVChamber.com